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2. The method of claim 1 further comprising routing the communication to the specified destination.

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32. (New) An apparatus comprising:
a plurality of communication interfaces to couple a first communication device and a second communication device to the apparatus;

a communication router to route a call directed from the first communication device to the second communication device; and

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a custom identification service coupled to the communication router to receive an identification associated with the call and to provide a custom identification to the second communication device with the call.

33. (New) The apparatus of claim 32, wherein the custom identification service comprises a database.

34. (New) The apparatus of claim 32, wherein the database includes a plurality of custom identifications associated with a user of the first communication device.

35. (New) The apparatus of claim 32, further comprising a logger to log the call.

Remarks:

A. Rejection of Claims Under 35 U.S.C. § 102(b) Over Hazra

The Office Action has rejected pending claims 1-15 under 35 U.S.C. § 102(b) as being anticipated by U.S. Patent No. 5,787,154 (Hazra). Applicant respectfully traverses the rejection. With regard to claim 1, Hazra does not disclose, at